Product Overview
Parrot MKi Series

Version 1.1 CR

Parrot MKi Series

**Bluetooth hands-free car kits
with extended telephony functions
and multi digital music connectivity**

MKi9000   MKi9100   MKi9200

Parrot Multi Connectivity

- "Made for iPOD" from APPLE
- "Works with iPHONE" from APPLE
- USB Port
- 3.5mm Audio Line In Jack Connector
- SD Card Reader *(MKi9200)*
- Wireless via Bluetooth Stereo A2DP & AVRCP

Parrot MKi Series Universe

Parrot MKi Series

Market trends and figures

Market figures and trends

Bluetooth acceptance

- 2006 : 400 million of Bluetooth electronic devices
- 2007 : >1 billion of Bluetooth electronic devices

Trends for Y-2010

- 75% of 1,3 billions mobile phones will include a digital audio feature
- 75% will feature *Bluetooth*
- 20 millions of Automotive *Bluetooth* devices would be sold
- 108.7 millions of *Bluetooth*-enabled digital audio players
- 27 millions of *Bluetooth* cards/dongles

Music on mobile phones (downloaded from official websites)

- 2004 : 1% of total sold music
- 2006 : 5% of total amount of sold music

Market figures and trends

Automotive Bluetooth
Section 1 - Strategic Overview

ABIresearch

Table 1-1
Bluetooth Automotive Shipments
World Market, Moderate and Aggressive Forecasts: 2004 to 2011

Moderate Forecast	Shipments	2004	2005	2006	2007	2008	2009	2010	2011	CAGR (04-11)
Factory-Fitted Kits	(Millions)	0,53	1,47	2,84	4,12	5,21	6,15	6,82	7,32	46%
Aftermarket Kits	(Millions)	1,55	3,45	5,68	7,76	9,08	9,93	10,40	10,73	32%
Speakerphones	(Millions)	0,03	0,16	0,36	0,24	0,19	0,10	0,05	0,03	0,3%
Headsets	(Millions)	13,95	34,90	61,10	95,20	138,60	174,60	200,40	215,80	48%
Total	(Millions)	16,06	39,98	69,98	107,32	153,08	190,78	217,67	233,88	47%
Aggressive Forecast	Shipments	2004	2005	2006	2007	2008	2009	2010	2011	CAGR (04-11)
Factory-Fitted Kits	(Millions)	0,53	1,47	2,92	4,64	6,13	7,39	8,35	8,94	50%
Aftermarket Kits	(Millions)	1,55	3,45	5,84	8,74	10,67	11,94	12,73	13,09	36%
Speakerphones	(Millions)	0,03	0,16	0,37	0,27	0,22	0,12	0,06	0,04	3%
Headsets	(Millions)	13,95	34,90	67,80	114,00	158,10	195,50	228,90	257,10	52%
Total	(Millions)	16,06	39,98	76,94	127,66	175,12	214,95	250,04	279,17	50%

Source: ABI Research

Between + 32% and + 36% of aftermarket kits sold in 7 years (From 2004 to 2011)

Market figures and trends

Worldwide Market for Bluetooth in Portable Digital Media Players

(Millions of Units)

	2005	2006	2007	2008	2009	2010	2011	CAGR	SUM	DIFF
Total Portable Digital Media Player Volume	118.1	172.7	227.8	246.4	259.8	267.1	270.5	14.8%	1,562.4	152.4
HDD	23.5	28.4	30.9	32.7	33.3	33.8	34.4			
Flash	94.6	144.3	196.9	213.7	226.5	233.3	240.0			
Bluetooth Penetration	0.1%	0.5%	5.9%	14.0%	22.2%	31.0%	40.2%	171.7%	1.1	0.4
Bluetooth-enabled Digital Audio Players	0.1	0.9	13.4	34.5	57.7	82.8	108.7	211.9%	298.1	108.6

300 millions of *Bluetooth*-enabled audio player will be sold in the next 5 years!

Worldwide Market for Bluetooth in Add-in Cards/Dongles

(Millions of Units)

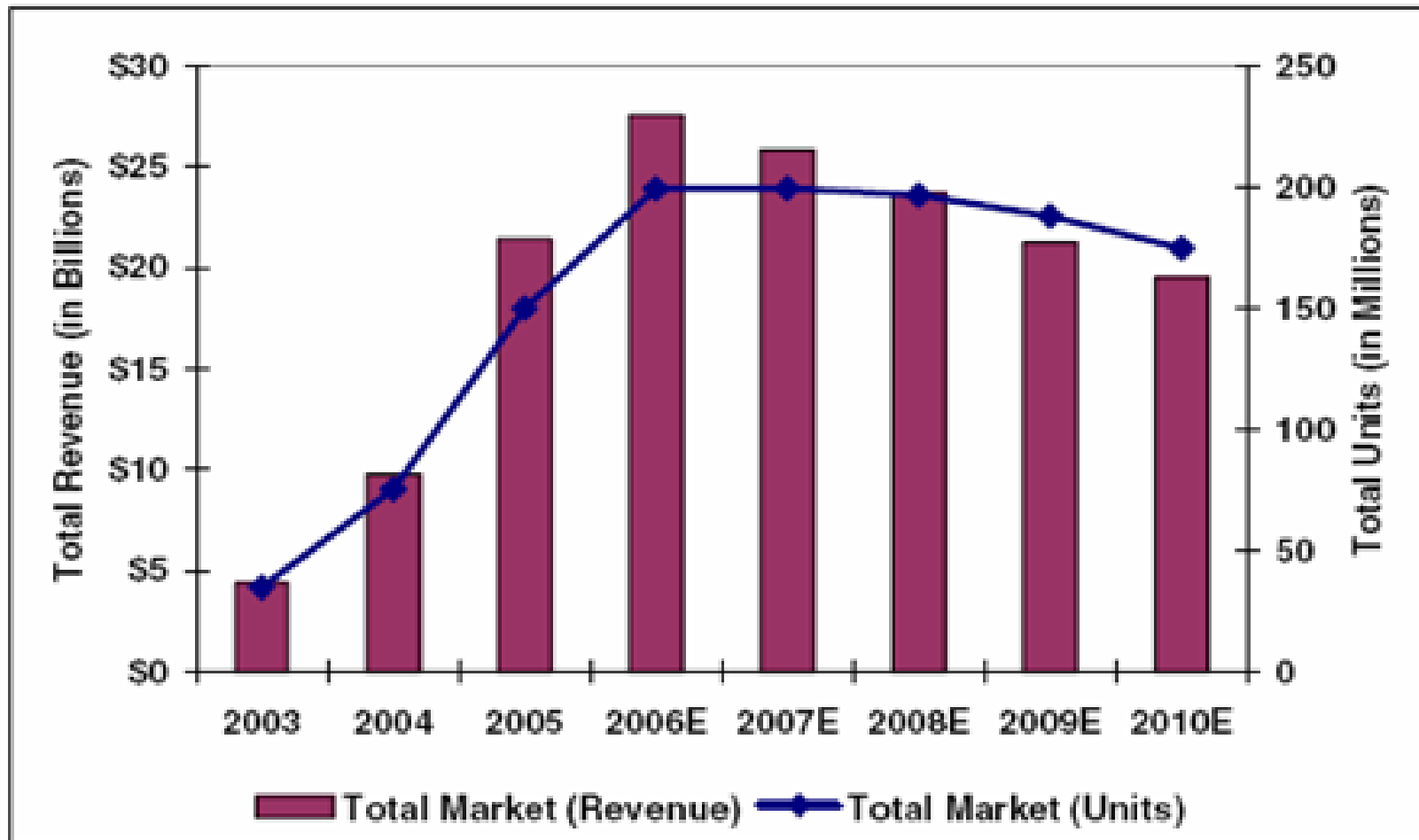|	2005	2006	2007	2008	2009	2010	2011	CAGR	SUM	DIFF
Bluetooth-enabled Add-in cards/dongles	9.8	14.2	18.0	21.5	24.2	26.2	27.0	0.2	140.9	17.2

100 millions of *Bluetooth* dongles will be sold in the next 5 years!

Source : IMS

Market figures and trends

Forecast of the total MP3 Player Market

Source : IDC, Company data, Credit Suisse estimates

Market trends and figures

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Growing success of *Bluetooth* audio devices

Bluetooth MP3 phones
Bluetooth dongle
Bluetooth MP3 players

Market trends and figures

Large quantity of audio player on the market

MP3 players

Multimedia players

Analogue players

Market trends and figures

SD Card is now a standard

Market trends and figures

USB is everywhere

USB key

USB storage device

Portable MP3 player

USB portable hard disks

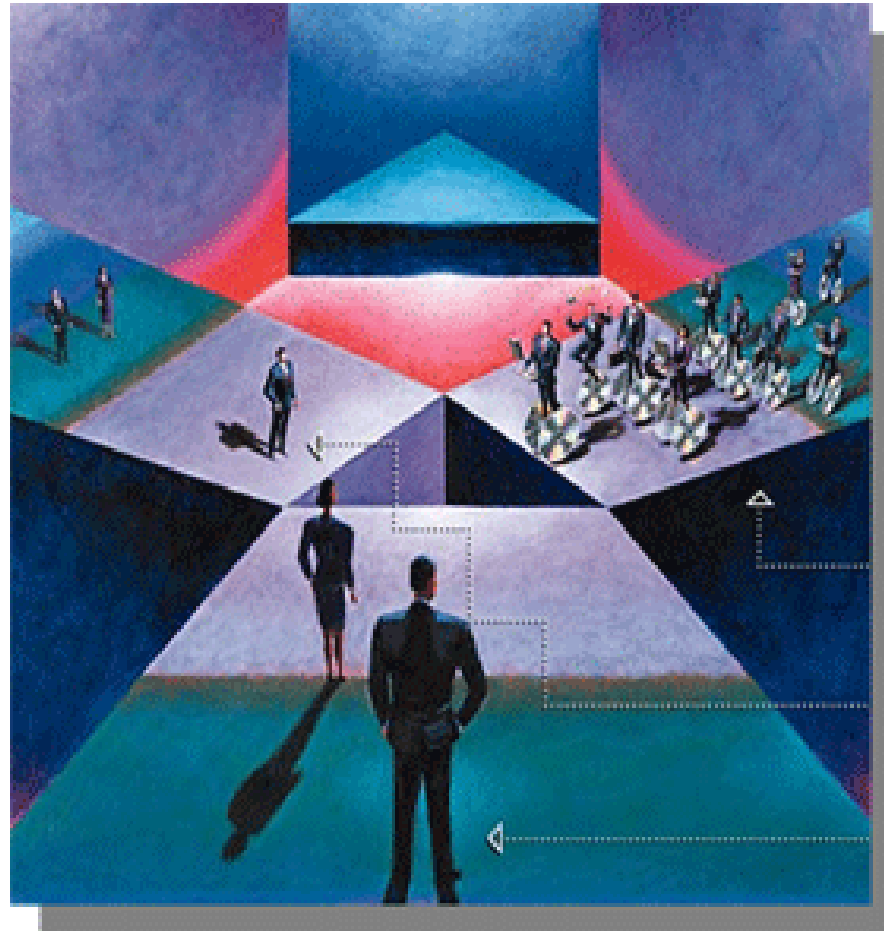USB traveller

Market figures and trends

Growing success of online music sites

Consumer's needs

Consumer's needs

What do consumer's expect?

1. Large choice of connectors for music in the car

2. Easy access and control of their music

3. Nice design and clear display

4. Simple, easy to use & reliable hands-free car kit

5. High audio quality

6. Good audio communication

7. Full compatibility with all vehicles & all phones

The market offer

The market offer

Competitors offer …

- *Bluetooth* hands-free capabilities for some devices

- Basic telephony functions, no advanced features

- One color display

- Basic music connectivity and limited control

…

The missing features

What's missing in the current market offer?

- Complete set of connectors for various music platforms

- Phone book synchronization

- Large color display

- Voice recognition

- Voice synthesis (TTS)

- Bluetooth Stereo

- Large internal memory

- Store the phones & devices …

- Music control & access

The Parrot Solution……

MKi9000
MKi9100
MKi9200

Parrot MKi9200

- **2.4'' TFT colour screen (removable)**
- **Apple music cable for iPod & iPHONE**
- **USB Port**
- **3.5 Audio Jack Connector**
- **Bluetooth Stereo A2DP & AVRCP**
- **SD Card reader built-in the screen**
- **User-independent voice recognition**
- **Text To Speech & Voice tags**
- **New multi position display cradle**
- **New RF remote control**
- **Flat cable for easy installation**
- **New Parrot Control Unit**
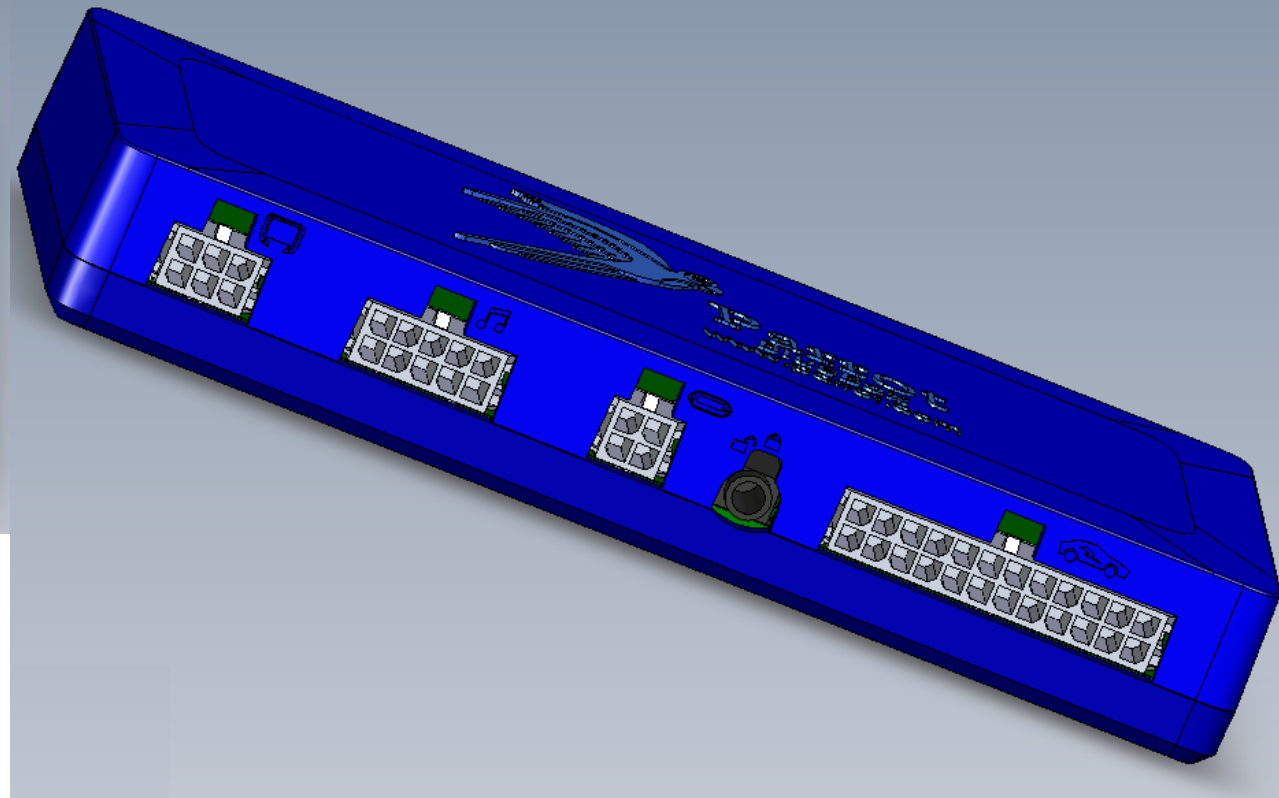
Parrot MKi9100

- OLED screen (removable)
- Apple music cable for iPod & iPHONE
- USB Port
- 3.5 Audio Jack Connector
- Bluetooth Stereo A2DP & AVRCP
- User-independent voice recognition
- Text To Speech & Voice tags
- New multi position display cradle
- New RF remote control
- Flat cable for easy installation
- New Parrot Control Unit

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Parrot MKi9000

- **Apple music cable for iPod & iPHONE**
- **USB Port**
- **3.5 Audio Jack Connector**
- **Bluetooth Stereo A2DP & AVRCP**
- **User-independent voice recognition**
- **Text To Speech & Voice tags**
- **New multi position display cradle**
- **New RF remote control**
- **Flat cable for easy installation**
- **New Parrot Control Unit**

New Parrot MKi E-Box (Blue Box)

Universal Control Module for all MKi Series.

All the connectors are located on the same side to ease the installation.

New MKi Series Remote Control

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Steering Wheel or Dashboard mount.

One RF remote control for the three of MKi series. All phone & music functions are accessible through the remote control.

USP 1: Multi Connectivity

Unique Selling Point n°1

Parrot Exclusivity

Complete set of connectors for digital and analogue music

⇨ iPod and iPhone dedicated APPLE connectors

⇨ USB connector for MP3 players, USB keys and Storage Device

⇨ *Bluetooth* Stereo A2DP and AVRCP

⇨Line-in audio 3.5 jack input for analogue players

⇨ SD Card Reader *(MKi9200)*

USP 2: Auto Voice Recognition

Unique Selling Point n°2

Parrot Exclusivity

User-independent Voice Recognition

The MKi Series recognizes your voice or anyone's voice AUTOMATICALLY without prior or any training.

If several phone numbers exist for the same contact, tell the kit which one you want to call.

Voice tags are also available to faster call a contact (shortcut).

USP 3: Auto Phonebook Sync

Unique Selling Point n°3

Automatic phonebook synchronization

Parrot Exclusivity

The Parrot MKi Series automatically synchronizes your phonebook with the contacts in your mobile phone.

The phonebook is available at all times via voice recognition, Text to Speech (TTS) or voice tags.

And the MKi Series updates it automatically too!

John Parrot
+889 234 4567

Automatic

USP 4: Auto Voice Synthesis (TTS)
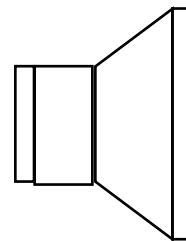
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Unique Selling Point n°4

Parrot Exclusivity

Voice synthesis (Text to Speech) and voice recognition

Text To Speech (TTS) speaks the name of the contact from your phonebook for direct and easy calls, it automatically announces the contact as they call you or as you scroll through the phone book.
Voice Recognition recognizes your voice and calls the contact at once.

Thomas

John

USP 5: Colour Screen

Unique Selling Point n°5 *(MKi 9200)*

Large 2.4'' colour TFT screen

It displays phone information, menus, settings, caller ID, playlists and LP covers*!

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* If the LP cover is stored in the memory of the MP3 player.

USP 6: Removable Displays

Unique Selling Point n°6 *(MKi9100 & MKi9200)*

Parrot Exclusivity

Removable Display for added security

The display for MKi9100 & MKi9200 is easily removed from its support mounting when you leave your vehicle, for ultimate security.

USP 7: Audio Effects

Unique Selling Point n°5

Parrot Exclusivity

Astonishing audio effects

The Parrot MKi Series features:

⇨ 7 Band Equalizer with advanced sound settings & preconfigured presets
⇨ Stereo Widening (stereo audio signal having left and right channels is emanating from a virtual source spaced away from left and right stereo loudspeakers)
⇨ Virtual Super Bass for a pure, deep extra-bass sound

7 Bands
Equalizer

Virtual Super
Bass

Stereo
Widening

Other Key Selling Points

- Advanced Bluetooth hands-free car kit from proven European leader in Bluetooth hands-free with audio streaming
- Charges the iPod / iPhone and provides power thru USB
- Full duplex conversations
- External Beamforming Microphone Technology
- Dual HFP connections
- Specific line-out connector for external amplifier
- Conversation and music on car's speakers
- Software update ensuring forward compatibility
- Easy to use equipped with PARROT User Interface
- Steering Wheel Interface Option Extra (Q4)

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Universally Compatible

Extended compatibility with all mobile phone is standard with PARROT..........

The Tech Corner

Specifications

Bluetooth hands-free car kits with extended telephony functions and multi digital music connectivity

- **User interface:** 5 buttons and 1 rotary (rotating) knob
- **Display:** 2.4" LCD TFT with 262.144 colors, interface with 7 different color themes
  - Displays information from: kit, phone, iPod, iPhone, USB, music files…
- **Multiple connectors:** iPods (from fifth generation), iPhone (2G & 3G), USB and Line-In
  - 1 SD HC Slot (up to 32 GB Cards) for MKi9200
- **Audio Streaming:** from *Bluetooth* Stereo A2DP sources: mobile phones, MP3 or CD players
- **Microphone:** External double microphone, direction is adjustable Full Duplex Beamforming Technology
- **DSP-3:** Echo cancellation, advanced noise reduction
- **Audio:** Uses the car's speakers for voice & music, vocal menus, mutes the music when incoming call
- **Audio effects:** 7 bands equalizer with 11 presets, Virtual Super Bass, Stereo Widening
- **Text-To-Speech (TTS):** vocal synthesis of the phone book, speaks the names in your phone book
- **Automatic voice recognition (embedded):** 150 voice tags maximum
- **Automatic phone book synchronization:** up to 8.000 contacts in total
- **Amplifier:** Class-D 20W
- **Bluetooth:** *v2.0 + EDR* Supported profiles: HFP (Hands Free Profile) A2DP (Advanced Audio Distribution Profile) AVRCP (Audio Video Remote Control Profile) OPP (Object Push Profile) PBAP (Phone Book Access Profile) Maximum range: 10 meters - 33 feet
- **Pairing:** PIN code "0000" Up to 5 paired devices, Auto Connection (enabled or disabled option)
- **Phonebook:** Automatic phonebook synchronization
- **Voice Recognition:** User-independent voice recognition, Text To Speech: vocal synthesis of the phonebook. Number of contacts: up to 8,000 in total; up to 1,500 per paired phone
- **Update:** via Bluetooth and or USB Cable (MKi9200)
- **Processor:** Microprocessor Parrot5 (32 bits) at 208MHz Memory: Flash = 32 Mbits – RAM = 16Mbits
- **Power supply:** 12V DC

User interface

Answer an incoming call, launch voice recognition mode, discreet mode, answer a second incoming call, long press to redial

Use to hang-up a call, go back one level in a menu. A long press goes out of a menu.

Enter the menu, adjust the volume

Short press: Go to the next track, Long press: Fast forward

Secret mode, start music, pause music, change the music files sources

**Short press: Go back to the beginning of the track / get to the previous.
Long press : Fast rewind**

Target Customers

Vehicle & Music savvy consumers

People who spend most of their time in the vehicle

Anyone who takes or receives calls

Distribution channels

12V Specialist Retail

Car Radio Installers

Mass Retail & Telco

e-Commerce

Automotive

MKi Series Kit Contents

- MKi9x00 Blue Box

- OLED Display (MKi9100)

- Colour Display (MKi9200)

- Apple Audio cable with iPod & iPhone

- USB and Line-in Audio cable

- Remote control with replaceable batteries

- Dash board cradle for remote control

- Steering wheel mounting kit for remote control

- Cradle for screen (only for MKi9100 & MKi9200)

- ISO and 12V cable

- Mounting / Installation accessories

- Quick start guide

Logistics information

Parrot MKi9000:
NOTE: Specific UK Variant

TTS English (UK) :
Product code SAP (UK GENUINE / DESTINED):   **PF300055AA**
EAN / GENCODE :   **3520410003530**

NOTE: UK now has its own TTS version and this differs from USA TTS.

Carton box

Retail carton box	**220 x 75 x 193 mm**
Total weight of product	**0.5 kg**
Quantity per Over box	**15 pieces**
Dimensions of Over box	**600 x 400 x 250 mm**
Weight of Over box	**7.6 kg**
Quantity of boxes / layer	**4**
Quantity of boxes / pallet	**16**
Quantity of units / pallet	**240**

Logistics information

Parrot MKi9100:
NOTE: Specific UK Variant

TTS English (UK) :
Product code SAP (UK GENUINE / DESTINED):   PF310055AA
EAN / GENCODE :   3520410003646

NOTE: UK now has its own TTS version and this differs from USA TTS.

Carton box

Retail carton box	220 x 75 x 193 mm
Total weight of product	0.5 kg
Quantity per Over box	15 pieces
Dimensions of Over box	600 x 400 x 250 mm
Weight of Over box	7.6 kg
Quantity of boxes / layer	4
Quantity of boxes / pallet	16
Quantity of units / pallet	240

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Logistics information
Parrot MKi9200:
NOTE: Specific UK Variant

TTS English (UK) :

Product code SAP (UK GENUINE / DESTINED): **PF320055AA**

EAN / GENCODE : **3520410003752**

NOTE: UK now has its own TTS version and this differs from USA TTS.

Carton box

Retail carton box	**220 x 75 x 193 mm**
Total weight of product	**0.5 kg**
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Summary

Complete connectivity for digital & analogue music
- APPLE iPOD & iPHONE
- USB
- LINE IN 3.5 JACK
- SD CARD READER (MKi9200)
- Stereo Bluetooth A2DP & AVCRP

Super Removable Slim Display
- Large TFT colour screen to display play list, album covers & phone book (MKi9200)
- OLED display to display play lists & phone book (MKi9100)

Automatic phone book synchronization

Automatic built-in Voice recognition (no training) & Text to speech

Superior audio effects (Equalizer & Virtual Super Bass)